

APGA Briefing Outline

Should be provided to all staff prior to conducting the survey

How to answer frequently asked consumer questions about the Public Awareness Surveys.

1. Why are you calling me?

We are calling for two reasons.

First, a new Federal Regulation requires that we measure the Public Awareness of safety and natural gas.

Second, we as a company want to make sure we are doing everything we can to insure your safety.

This is why we are calling our customers.

2. I am on the "Do Not Call List." Aren't you in violation by calling me?

No, the "Do Not Call List" is meant for solicitations. The exceptions include market research and a company's communications with its customers.

3. How do I verify what you say is true?

You can go to the web site of the American Public Gas Association at www.apga.org to see a description of this initiative. It is called the APGA GOAL Program.

GOAL stands for Gas Overall Awareness Level. It measures the effectiveness of a participating utility's efforts to educate customers and non-customers living near gas lines about gas safety. Such effectiveness assessments are required by new pipeline safety regulations.

Or you can go the web site of the U.S. Department of Transportation's Office of Pipeline Safety at <http://ops.dot.gov>. There is information on the Public Awareness Regulation for you to review.

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